

## Why have tone of voice guidelines?

We want to ensure that we're consistently sharing a distinctive, strong voice with our customers that's not only memorable but also helps them to connect with the brand on a human level.

This, in turn, will help us to build trust with our customers by presenting a unified message regardless of who is communicating on behalf of the brand.

Our message?

**That Beast = strength, reliability, and waaay fewer bin-cidents.**

At Beast, we have two distinct voices - the Beast and the brand that work together to convey our mission to consumers. Here's how they both work...

# The Beast

## **He is outspoken, but with purpose**

The Beast is a force of nature: raw power, unmatched strength, and zero patience for weakness. He doesn't just think he's the best; he knows it.

But his arrogance isn't just for show - it's backed by the brand's ultra-strong products. If something isn't tough enough to meet his standards, he has no time for it.

- Talks down to humans because, to him, they are weak and breakable.
- Uses superlatives and over-the-top descriptions (e.g., "I CRUSH. I DESTROY. I DOMINATE.")
- Dramatic flair: everything is a battle, a challenge, a test of strength.
- Sees the brand's products as worthy - they are the rare exception to human fragility.

## **He is bold and uncompromising**

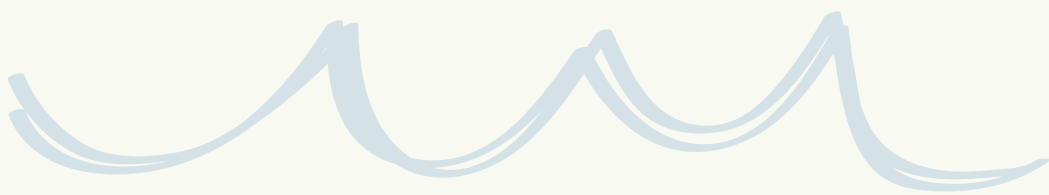
The Beast doesn't do "maybe." He speaks in absolutes. Weakness is unacceptable. Strength is everything.

- No hedge words like "perhaps" or "sometimes."
- Choppy, punchy sentences for urgency and power.
- Word choices that evoke raw physicality (e.g., "tear," "rip," "shred," "crush").
- Loves CAPITALS, exclamation marks, and single-word commands ("OBEY." "RESPECT." "STRONGER.")

## He is outrageous, but not reckless

The Beast has no filter and no fear. He will push boundaries, but never in a way that alienates the audience.

- Sarcastic, extreme, and sometimes mildly offensive, but never targeting individuals based on race, gender, etc.
- The brand often has to censor, interrupt, or apologise for him, reinforcing his unpredictability.
- Humour is aggressive, dark, and rebellious, but always intentional, not random chaos.
- He challenges societal norms of “softness” and revels in being an unbreakable force.



# The Brand

## **Confident, not submissive**

The Brand knows its products are the strongest. It doesn't need to shout about it as much as The Beast, but it also doesn't shrink in his shadow. Instead, the Brand enables The Beast. It's the mastermind behind the strength, the quiet force making durability possible.

- Speaks with authority - clear, concise, and direct.
- No over-explaining or fluff. The strength of the product speaks for itself.
- Occasionally challenges The Beast, but strategically: "Calm down, Beast. We know it's strong, but let's not scare the customers."

## **Witty and informal, but never weak**

The Brand is smart, playful, and direct. It's friendly with customers but never pandering or overly casual.

- Uses contractions and natural conversational tone ("You'll love this." "Oi, Beast, chill.")
- Makes jokes, often at The Beast's expense, to balance the intensity ("Beast-proof? Almost.")
- Simple, no-nonsense wording - strength shouldn't require a dictionary.
- Selective use of slang, avoiding overly trendy words that will age poorly.
- Is a compassionate, helpful friend there to lend a hand when things don't work out.

## Friendly, creative and a little unpredictable

The Brand keeps things fresh with bold storytelling and unexpected phrasing. It's not just selling bin bags and foil - it's creating a world where durability is legendary. We really care about the products we make and the people who buy them.

- Uses The Beast as a character to make strength entertaining and is inspired by him.
- Balances the Beast's outrageous humour with smart, outside-the-box thinking.
- Showcases problem-solving in a way that makes everyday durability exciting.
- If our customers ever have an issue, we tackle it with compassion, sincerity and friendliness.

## How They Work Together

The Beast is raw power. The Brand is controlled strength. The Beast boasts, the Brand proves. The Beast is chaos, the Brand refines. Together, they create an engaging, high-energy voice that dominates the competition.

- **Beast-led copy:** Short, loud, punchy. Extreme emphasis on power. (E.g., "*DESTROY WEAKNESS. CHOOSE STRENGTH.*")
- **Brand-led copy:** Strong, confident, and clever. Less aggressive but still assertive. (E.g., "*Tougher than The Beast's talons.*")

**Brand & Beast interactions:** The Brand keeps The Beast in check while letting him unleash controlled mayhem. (E.g., *Beast: "THE STRONGEST BIN BAG ON EARTH."*  
*Brand: "He's not wrong."*)

# Let's work together

## Ready to flow?

Here's how to get started:

### ✦ Book a free discovery call ✦

- We'll chat about what you need and where you're going.

### Choose your package

- I'll send over a custom proposal + timeline.

### Kick off with strategy

- Let's get creating so you can hit those goals.

✦ Not sure where to start? I'm happy to guide you.

✉ [evie@flowcontent.co.uk](mailto:evie@flowcontent.co.uk)

🌐 [www.flowcontent.co.uk](http://www.flowcontent.co.uk)